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"The World's best"
GLADIOLI
FOR 1926



NORTH RIVER FARMS
MARSHFIELD. MASS., U. S. A.

GENERAL INFORMATION AND TERMS

Use the order blank which is enclosed for your convenience.

Our stock on many of the best varieties is limited and we suggest early ordering if "you want what you want when you want it."

Orders are filled in rotation as received, unless by special request early shipment is desired.

Ordering early will insure the reservation of varieties that later may be sold out, and save you disappointments.

Substitution—We always send the varieties that are ordered if possible. If your order specifies "do not substitute," we will refund your money if we can not fill the order as given. If your order is small and we are out of a variety we will substitute something similar and of as great or greater value. When such substitution is made it is always made with the understanding that if the substitute is not satisfactory it may be returned and your money refunded.

Errors—We employ the best help available; our facilities for filling orders are as nearly perfect as possible; but it is possible that in the rush of business errors may occur. We hope to be notified promptly of any errors and given a chance to make proper adjustments. We would suggest that you keep a copy of your orders for comparison.

Guarantee—We guarantee all stock sent out by us to be true to name and will cheerfully replace any stock found to be otherwise. We want it distinctly understood, however, that we do not guarantee the crop and will not be held responsible beyond the purchase price.

Remittances—May be made by Check, Post Office or Express Money Order or Registered Letter. Small orders may use U. S. Postage Stamps, but we prefer Check or P. O. Money Orders. Foreign Postage Stamps will not be accepted.

Prices—The Prices quoted herein cancel all previous price lists and include delivery to all parts of the United States, by Parcel Post or Express, on orders for single bulbs or by the dozen. Prices by the hundred include all packing charges and delivery to the Express Company here.

Canadian Orders—All Canadian orders should be accompanied by a Permit Number. This should either be sent with the order or sent later, so that we will have it before shipment is made.

The Postal Rate on Parcel Post orders is 14 cents per lb. to all points in Canada. We are therefore compelled to add 10% to our list prices on all Canadian orders to be sent by Parcel Post.

Bulbs will be sent by Express Collect at our regular list Prices.

Foreign Orders—Will be packed carefully and in accordance with the climatic conditions that they are likely to have to pass through, and shipped by Express Collect.

Shipment will be made in April unless earlier shipment is requested.

We have quite a list of varieties of which we have only a small stock that are not listed here. We are also familiar with practically all of the varieties now on the market. We are glad to give information or answer questions of any kind regarding the *Gladiolus*.



Where establishing confidence is a creed.

Our Work at North River Farms

LAST year we gave an outline of our work and told why we have chosen the Gladiolus as our favorite flower. This year we will give more of the details of the work and try to tell you why some Gladiolus bulbs are worth more than others.

A part of our work is to grow and test in our trial grounds the best of the latest productions that are being introduced each year.

You may judge the success of our work by the following: In 1924 the American Gladiolus Society held a symposium of its members for the purpose of finding the comparative merits of the many named varieties. Of the 75 varieties ranking highest on the list we were growing and cataloging 72. This indicates that our judgment has been well sustained by the Gladiolus-loving public.

Plans are being made by the American Gladiolus Society for rating or scoring varieties by points. This is undoubtedly the proper way. The American Peony Society and the American Dahlia Society are successfully doing this.

By this method the comparative merits of a variety are individually scored by a large group of growers from all parts of the country, and the average scores give the variety its rating.

As soon as this method is working we shall score in our Catalog the rating of the different varieties. In the meantime we shall continue to score what we believe to be the best varieties, or among the best one hundred varieties, by a XXXX designation. When the scoring system is adopted we confidently expect to find all of the varieties that we have given the honor mark—XXXX—among the one hundred varieties having the highest scores.



You may confidently rely on any of our XXXX varieties to give full satisfaction, unless perhaps you may have certain color prejudices.

It is interesting to note, over a period of years, how few of the many new varieties that are introduced are really worth while. Hundreds of varieties that are introduced and given fancy names, fancier descriptions and still fancier prices fall by the wayside in a few years; only the really good, the extra good, find a permanent home in the garden.

There are thousands of named varieties on the market, but less than two hundred of these have unusual merit. It is our part to select and grow the comparatively few unusually good ones. We test the best from all that you may have the best in your gardens. We hybridize and grow seedlings and in our test plot we have some very promising new creations. We confidently expect to get some that will be in the class of the best one hundred varieties, but they must go through the most exacting tests first.

Growing Gladiolus Bulbs—Costs and Prices

We want to warn our readers to beware of some of the get-rich-quick schemes that are being advertised by some novices in the art.

We want to be charitable, and therefore we call them novices, presuming that they do not know that their statements are misleading.

It takes three years to grow a marketable-sized bulb. Bulbs grow from seed or bulblets. To get new varieties we must start with the seed. To keep a variety true to name it must be propagated from cormels or bulblets.

Before going further let us explain that, strictly speaking, the Gladiolus does not produce a bulb; they are corms and the small ones cormels, but most people call them bulbs and bulblets. We, therefore, will use the common terms bulb and bulblets.

The bulblet is the natural way of propagation. It grows at the base of the old bulb and varies in size from $\frac{1}{4}$ to $\frac{1}{2}$ inch in diameter. Some varieties produce bulblets freely, while others, and quite often the choicest varieties, produce very few bulblets.

Starting with a bulblet which has taken one year to grow, it takes two more years to grow it to a full-sized bulb; there may be exceptions to this rule under extremely favorable climatic and soil conditions, but if grown to first-sized bulbs in one season we sacrifice quality for size; and it is the exception that proves the rule.

The bulb that you buy has been planted, fertilized, cultivated, dug, cleaned, sorted to size and stored in a frost-proof storeroom three times before you get it. This work must be repeated each year; there is no shorter method.

To get a seedling grown into a new named variety you first select the parentage or varieties which you wish to cross. (We shall not here attempt to give all the details of this part of the work.) After the pollenization has been done the seed pod must be carefully labeled and guarded until we see whether we have been successful in making the cross. If we find later that we have been successful the seed must be carefully labeled and saved until the following spring for planting.



Seed sown in the spring should produce small bulbs about the size of bulblets that grow beneath the old bulbs, and these bulblets must be cared for and stored in the same manner as described above for bulblets. We have now had two seasons,—one to grow the seed and one to grow the bulblet,—and it takes at least one more year before you get a bloom, and more often it takes two and even three years before we get a spike. It therefore takes four or five years to produce seedlings, and out of thousands of seedlings grown from hand-pollitized seed, using the best of the newer varieties for the parentage, we find the average is about one in a thousand that are worth saving and the others must be thrown away.

You now have a single bulb with a few bulblets from which to propagate your new variety. The second and third years after first blooming are the real test of the new variety. If they improve in vigor and size and beauty each year as the bulbs become established, very good. If not, throw it away and start over.

Assuming that the flower is satisfactory for a new variety, the work ahead is to propagate as fast as possible, until some years later you have enough stock to offer for sale. Give the variety a name and place a price on the bulbs, and if the flower-loving public takes a fancy to your variety you may reap a small harvest,—but it has taken years.

Is it any wonder that new varieties when first offered command good prices?

The law of supply and demand is the regulator of “Glad” prices. With only one hundred bulbs of a new variety of merit and thousands of Glad enthusiasts looking with longing eyes, the grower is entitled to a good price and he gets it.

In six to eight years, if the variety is a good propagator, the supply has grown and possibly has exceeded the demand, and as a result the price goes down to where all can buy and at reasonable prices. ▮

The point we wish to emphasize is this: If the grower handles the regular named varieties he goes through every detail of growing three times before they get full-sized corms. Think of this when you think of the prices.

If the grower chooses to gamble with new seedlings the chances are one hundred to one against him. If he wins once in a while he is entitled to all that he gets.

The American Gladiolus Society

This Society now has a membership of about 3000 members from all parts of the World. We believe it has an able and efficient corps of officers who are ever on the alert to do anything that is in their power to advance the interests of the Gladiolus growers of the country. It is not their part alone to look after the interests of the large growers and dealers, but also to guard the interests of the small growers who grow them in their gardens for pleasure.

The *Gladiolus Bulletin* is the official organ of the Society, and it is sent to all members and is well worth the price of membership, which is \$2.00 per year.

If you are not already a member and are desirous of advancing interest in the Gladiolus, or Gladiolus-growing, you should send in your name and address to John C. Davis, 77 South Ave., Rochester, N. Y.



New England Grown

This is not a mere catch phrase—

The natural conditions in New England for growing Glads are ideal. The coast may be stern and rockbound and the climate rigorous, but the product produced is of the same sturdy type as the race of pioneers which has made New England famous.

The finest-flavored eating Apples (not the finest looking) are grown in New England.

New England grown Potatoes are noted the world over as being of the finest quality.

Except a small strip of similar climatic conditions on our western coast, no such Dahlias are grown anywhere as in New England.

The climatic and soil conditions here give well-grown Gladiolus Bulbs a vitality and vigor not found in bulbs grown in other climes.

It may be that in the black and fertile soils of the great plains of the Middle West and the fertile valleys of the Western Coast they may produce larger and finer-looking bulbs than those grown in New England, but take them away from their native climates and plant them side by side and await the results. Unless our patrons have been deceiving us you will find that New England grown stock is among the very best.

Our Creed

We believe in getting as much pleasure as possible out of life for ourselves, our families and our neighbors.

"Glad" growers know that growing flowers gives big returns in pleasure. The varieties we offer herein are the choicest of the best hybridists.

Among the many new varieties we test each year, few are added to our list and none without some special merit.

We do not want to sell a "Glad" that will not please the purchaser. Our method of advertising is to have satisfied customers. A satisfied customer returns and brings friends. Our business is growing.

In presenting you with this Catalog we solicit your patronage, believing that business goes where it is invited and stays where it is well treated.

Confidence

Confidence in a person or firm must be inspired by intimate contact, personal dealings satisfied from the innermost conscience. It is getting what we expect from a person or firm that permits us unconsciously to repose our confidence and trust in them.

Confidence is very largely personal and cannot be bought or sold. It must be built and established upon intimate acquaintance and based upon past business dealings.

We do not ask you to give us your confidence; we ask you to let us establish a confidence with you. Let us earn it by fair dealing, by making good our claims to sell to you good stock and at the right prices, and having it true to name and in the best condition to produce good flowers.

Confidence in us will come to you through getting real values.



The Gladiolus

Most decorative and most easily grown of all summer flowering Bulbs

TO those who grow flowers for exquisite brilliancy in the garden and their decorative use when cut for indoor decoration, there is none that will give such satisfaction and pleasure as the Gladiolus. Its ease of culture, its splendid response to a little extra care and attention, its prolonged blooming season and its lasting qualities when cut and placed in water have made it a universal favorite everywhere.

WHERE TO PLANT.

It will thrive in any soil in almost any location, but prefers a rich sandy loam and sunny situation. It dislikes ground that has been freshly manured; beds or borders that were manured the previous year produce wonderful "Glads," the addition of a little bone meal as a top dressing cultivated into the soil when they are about 6 inches above ground proves a further benefit. Small colonies of 12 to 18 bulbs in the old-fashioned borders, to fill in where late-flowering Tulips bloomed in May, provide colorful patches in late summer. Large beds or long borders in two or more harmonious shades, or perhaps a mixed planting of many colors, make a gorgeous showing and provide a continual supply of cut flowers for use in the home.

PLANTING.

Bulbs should be planted from 3 to 8 inches apart, according to the size of the bulb, and also taking into consideration the amount of room you have. Bulbs of different varieties vary greatly in size, without affecting the blooming qualities.

If planting in rows, the rows should be far enough apart for convenient cultivation. Rows 20 inches or more apart are considered good practice.

Depth of planting should be governed by size of bulb and soil conditions. A 1-inch bulb should have at least 3 inches of soil over it. A 2-inch bulb will give a better plant and flower, and stand up better in storms if planted 6 inches deep. A sandy loam is more suitable for deep planting than a clay soil. The general rule, then, is to plant from 3 to 6 inches deep.

Successive planting may be made in the latitude of southern New England from April to July. There is quite a difference in the blooming time of different varieties, some blooming 60 days after planting, while late-blooming varieties require from 100 to 110 days. There is also quite a difference in the time of blooming of bulbs of the same variety: large bulbs bloom earlier and the smaller sizes later. Thus, by planting both large and small bulbs of a variety we have lengthened the blooming period of the same variety. Most of the Primulinus Hybrids are early bloomers, therefore they should be planted both early and late.



Gladiolus Types

The history of the Gladiolus may be traced back to the sixteenth century, but it was not until about 1841 that Beddinghaus crossed a number of African species and obtained a hybrid species known to this day as **G. Gandavensis**. **Gandavensis** was sold to Van Houtte, who introduced it.

We shall not attempt to trace the development of the Gladiolus through all of the stages from this period to the modern Gladiolus of today. Several growers have contributed to the development of the Gladiolus, but it was not until about 1892 that Mr. Hallock bought the stock of Leichtlin of Baden, Germany, and after improving it sold it to John Lewis Childs, who gave them the name **Childsii**. Later we have the **Groff's Hybrid** introduced by H. H. Groff of Simcoe, Ontario, and then we have the **Ruffled** or **Kunderdi Type**. Although these each had certain distinctive points, in recent years they have more or less merged into one now known as **Large-Flowered Types**. They may be either **Plain** (smooth petaled) or **Ruffled** (frilled).

Another type now extremely popular is the **Primulinus Type** or **Primulinus Hybrids**.

The **Primulinus** species was discovered growing wild near the Victoria Falls in South Africa in 1887, and it was by crossing this species on the large-flowered types that the **Primulinus Hybrids** were produced.

Large-Flowered Gladioli

Under this general heading are classed most of the great Gladioli now growing at North River Farms. Some of the beautiful varieties listed in the following pages are hardly recognizable as the progeny of those known thirty years ago. Shades of unsurpassing beauty, both self-colors and delightful blends in two and three tones, huge size of spike, and perfect formation and arrangement of the blooms are points of excellence now developed in glorious realities, with greater possibilities, greater achievements always before us.

The descriptions we give are from close observation and field notes made on our own grounds. We have indicated those of exceptional merit by a XXXX, so that the most meritorious can readily be selected. Those that have "Ruffled" or "Frilled" petals are so indicated.

Primulinus Hybrids

This title comprises such a wide territory in the vast multitude of varieties that it is almost impossible to tell just how long we shall continue to call them **Primulinus Hybrids**. Crossing the Species **Primulinus** on the **Gandavensis Types** or **Quartinianus Type** gives us a **Primulinus Hybrid**. These hybrids in turn are crossed with others of the large-flowered types and still we call them **Primulinus Hybrids**; this is continued and we cross them until there is possibly only a sixteenth or possibly one thirty-second of the **Primulinus** blood in them, but yet we call them **Primulinus Hybrids**.

The infusion of the **Primulinus** blood in Gladioli has given them vigor and a wider variety of color and a grace of form that they would not otherwise have had.



STAKING.

On some of the tall-growing and long-flower spike varieties a light support is advisable. This should be given when the spike first shows. Deep planting overcomes almost all needs of staking. Individual choice may be safely followed in this matter.

CULTIVATION.

Glads like water provided good drainage is assured. But good cultivation is of more benefit than artificial watering. Exception to this statement is made where irrigation is the only way a crop may be obtained. In most parts of our country there is sufficient rainfall for growing Gladioli—**PROVIDED** good cultivation is given. Keep all weeds out. Keep the top soil loose and in a mulch condition. After that water if you want to, but hoe or cultivate frequently. Do not use fresh manures with Glads. Do not use dried manures in contact with the bulbs when planting. Bone meal and dried and prepared sheep and cow manures are good to use after the plants are 8 to 10 inches high. Liquid fertilizers in moderation are good just before the blooming season or while the flower spikes are forming.

AS A CUT FLOWER.

In cutting Gladioli always leave four to six leaves on the plant; cutting close to the bulb robs it of all chance of respiration and usually proves fatal to the new bulb which is forming. Spikes showing the lower buds about to open or with one or two open are prime for the knife; the spike will soon begin to open up when placed in water, and, by removing the withered blooms, shortening the stems a little and changing the water, the spike can be bloomed indoors to the terminal bud, lasting altogether from seven to ten days.

As a decorative flower the Gladiolus in our opinion has no equal. It has a natural stateliness and beauty of its own; it is strong-stemmed and therefore easy to place and arrange in mixed vases.

ITS FAVORITE ASSOCIATES.

Delphiniums are wonderful companions with the pink Glads, and the salmon, orange and yellow Primulinus shades. **Gypsophila, Scabiosa, Lupins, Pink and White Phlox**, many of our hardy **Lilies** and **Snapdragons** create harmonious blendings and colorful mixtures, when associated with carefully chosen shades of Gladioli in the garden or mixed vases.

LIFTING.

Being a half-hardy perennial, Gladiolus Bulbs must be lifted each fall and sun-dried in the field for four or five days. Carry them indoors and place on trays or shelves in a cool, dry cellar or barn, and after three or four weeks you will find that the old corm becomes easily detached from the new bulb formed above it. The old bulb and the outer rough skin may now be removed. If the stock of certain varieties is to be increased, the little bulblets should be saved and planted outdoors in rows the following Spring. These will bloom in two to three years. Otherwise these bulblets may be thrown away.



“The World’s Best” Gladioli

ALICE TIPLADY—(Prim.) Bittersweet-pink, suffused scarlet at outer edges and reverse, throat buff-yellow, etched scarlet. Commonly called Orange-saffron. A strong grower, this is one of the best both for cut flowers and for landscape work. It has good foliage and stands up extra well (XXXX).
Each \$0.10; dozen \$1.00; 100 \$5.00

ANNA EBERIUS—Beautiful dark velvety rhodamine-purple, throat dark amaranth-purple. Faintly ruffled. This is one of the best of its color and is very popular. This variety is better than “Henry Ford,” the \$200 variety that was put out as an improvement over it. A strong grower (XXXX).

Each \$0.15; dozen \$1.50; 100 \$8.00

A. B. KUNDERD—A delicate cream color, overlaid with very delicate blush-pink at edges. A very beautiful ruffled variety and comes late, after most of the other varieties have gone, making it one of the best in its class. Very beautiful and rare (XXXX).

Each \$0.35; dozen \$3.50; 100 \$25.00

ALTON—LaFrance-pink, suffused geranium-pink, strikingly blotched scarlet. This is a very beautiful variety and will be more popular when better known (XXXX).

Each \$0.75; dozen \$7.50

ARDEN—(Prim.) A Hermosa-pink, shading softly to carmine. A well-ruffled Primulinus. Nothing better in its color. This is much better than some that cost more money.

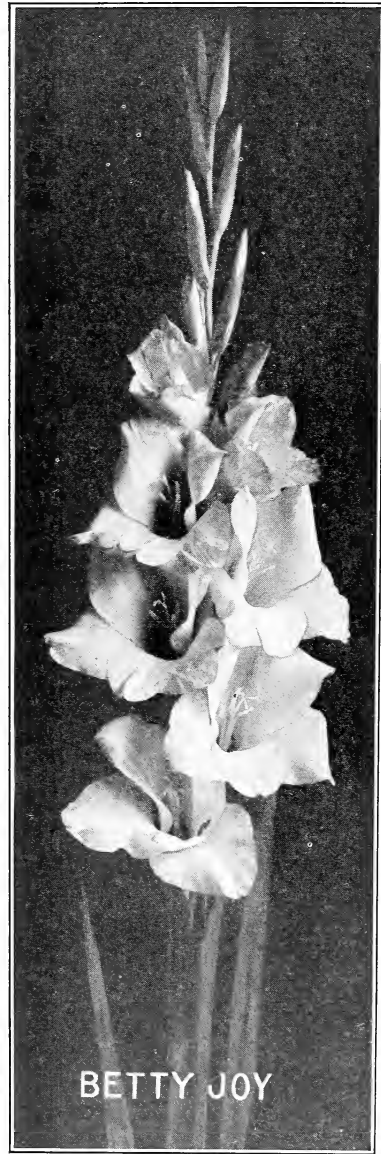
Each \$0.25; dozen \$2.50; 100 \$17.50

ATREUS—Eosine-pink, suffused begonia-rose, described by the originator as grandest pure rose-pink of most delicate shade. Strong grower. Very beautiful.

Each \$0.40; dozen \$4.00; 100 \$25.00

BETTY JOY—Soft creamy-white, suffused LaFrance-pink, having good form and many open at once. This is one of “Bill’s” best and it is indeed a good one; we have not grown this one long enough to place the XXXX on it, but it will sure get it if it does as well another year.

Each \$1.50; dozen \$15.00



BETTY JOY





BUTTERFLY—(Prim.) Peach-red, suffused darker; throat of lower petals buff-yellow, etched carmine. This description does not describe the flower as we would like. It is really more of a soft buff or tan shade that is not in Ridgeway's Chart. This is one of the very best of the large-flowered type of Primulinus Hybrids and is unexcelled for basket work. Very fine (XXXX). **Each \$0.10; dozen \$1.00; 100 \$7.00**

BUBBLES—Ivory white, suffused flesh-pink, deeper on reverse, lower petals tinted salmon-buff, blotched pale-yellow stippled with carmine in throat. A massive spike with many open at a time and a soft, pleasing color that harmonizes well with other colors. **Each \$0.35; dozen \$3.50; 100 \$25.00**

BEST VIOLET—Dark velvety Fluorite-violet, large flowers and a strong grower. We have never classed this as a XXXX variety, but it seems to be a favorite among our patrons. It has good habits and makes good cut-flowers. **Each \$0.15; dozen \$1.50**

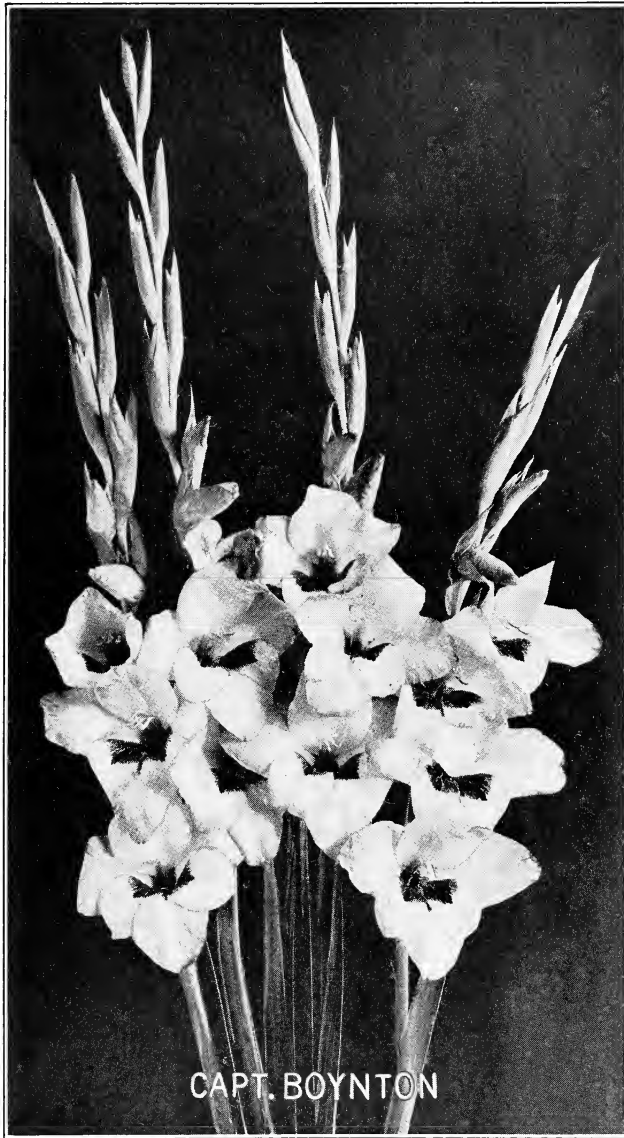
BYRON L. SMITH—White, delicately suffused light mallow-purple, deeper at outer edges; throat Marguerite-yellow with etchings of mallow-purple at base. This variety is often referred to as the Orchid-colored Glad. Very fine (XXXX). **Each \$0.20; dozen \$2.00; 100 \$11.00**

BUTTERBOY—A large pure buttercup-yellow Primulinus; flowers well placed on the stem, very graceful and fine. A few of these in a vase with some Delphiniums will please the most fastidious (XXXX). **Each \$0.50; dozen \$5.00**



CAPELLA—Peach-red, suffused scarlet at outer edges, lower petals naphthalene-yellow striped carmine. A very fine large-flowering type of Primulinus hybrids, having good form and good substance; well placed on long and graceful stems. One of the very best for home decoration. Often throws four or five spikes from one bulb (XXXX).

Each \$0.15; dozen \$1.50; 100 \$10.00



CAPTAIN BOYNTON—White, suffused lavender, blotched deeper in throat. A strong grower, having large wide-open flowers of good substance. This variety compares favorably with “Louise,” but grows with better form with us. Very beautiful. **Each \$0.75; dozen \$7.50**

CLIO—Grenadine, suffused grenadine-red toward the outer tips of petals; lower petals citron-yellow, delicately striped carmine. Very good. **Each \$0.10; dozen \$1.00; 100 \$7.00**

CALIFORNIA GIANT—Amaranth-pink, suffused Tyrian-pink, a very light line through the middle of each petal. Very large and massive. Late. A strong grower and good propagator. This makes a grand and massive basket for a room that has dark trimmings.

Each \$1.00; dozen \$10.00; 100 \$75.00

CARMEN SYLVA—A pure white, except slight violet markings deep in the throat. Tall slender stems, always straight; flowers well arranged on the spike. This should be in every collection.

Each \$0.15; dozen \$1.50; 100 \$10.00

CATHERINA—A grayish lavender, throat amaranth-purple, long straight spikes. Flowers are of good substance and are well arranged on the stem. Very satisfactory. As a cut flower better than Mr. Mark or Hubertus.

Each \$0.15; dozen \$1.50; 100 \$10.00

CATHERINE COLEMAN—LaFrance-pink overlaid geranium-pink, mid-rib white; throat of lower petals blotched amaranth-purple. Large wide-open flowers of good substance. A beauty (XXXX).

Each \$1.50; dozen \$15.00

CRIMSON GLOW—Scarlet-red, slightly stippled with primrose-yellow in throat overlaid with a velvety scarlet blotch. We consider this the best of the moderate priced reds, and have discontinued "Red Emperor" and "Dominion." One of the very best reds, with good form and habits.

Each \$0.10; dozen \$1.00; 100 \$7.50

DEW DROP—White, suffused LaFrance-pink at outer edges; throat barium-yellow suffused Tyrian-rose. The delicate pastel shading and graceful ruffling of this variety make it one of the most attractive of the Ruffled type (XXXX).

Each \$0.35; dozen \$3.50; 100 \$25.00

DIENER'S AMERICAN BEAUTY—Rose deepening to rose-red on outer tips of petals; throat primrose-yellow lightly marked rose-red. Good form, many open at a time. This variety is very popular and justly so as each spike is a bouquet within itself.

Each \$0.50; dozen \$5.00; 100 \$37.50

DIENER'S WHITE—Milk-white, with a faint trace of pink in the throat, and sometimes slightly flaked pale pink; a strong grower with good habits. Not a pure white, but in many respects it is better as it blends well with almost any color. Has many flowers open at a time and is very massive.

Each \$0.35; dozen \$3.50; 100 \$25.00

DOROTHY McKIBBIN—Rose-pink shading to pale pink in throat. Outer edges and reverse deep rose-pink with deeper rose-red markings; throat of center lower petal delicately blotched rose-red. Very attractive.

An early variety that always sells well for cut flowers in the Boston Market (XXXX).

Each \$0.10; dozen \$1.00; 100 \$7.50

DOROTHY WHEELER—A pale LaFrance-pink, suffused geranium-pink; throat primrose-yellow marked amaranth-purple. This is a Primulinus hybrid of the medium large type, with a very pleasing color and has a very graceful form. Especially recommended for florists.

Each \$0.10; dozen \$1.00; 100 \$7.00



DR. F. E. BENNETT—Peach-red, overlaid with flame-scarlet, throat stippled with ruby and white. A very large, attractive red with plenty of vigor. The flowers have good substance and good arrangement. This is one of those reds that stand out in a class by themselves. It is sure to be the one you will see if you go into the garden when it is in bloom. One of the very best (XXXX). **Each \$1.50; dozen \$15.00**

DR. J. H. NEELEY—White, suffused pink, throat cream-white shaded to a very soft shade of canary-yellow. One of the most delicately colored Glads grown. Tall, massive spike, with good form. One to please those who like the delicate colors. One of the very best (XXXX). **Each \$0.50; dozen \$5.00**

EARLY SNOW FLAKE—White, delicately flaked and overcast pale rose-pink with a barium-yellow throat. This is a very strong-growing variety and is excellent for cut flowers. It is splendid for florists' use, as the spikes usually throw side spikes or branches which make it especially useful to florists. Very delicate. **Each \$0.15; dozen \$1.50; 100 \$12.00**

EDA—Grenadine, suffused grenadine-red; throat of lower petals light orange-yellow delicately striped carmine. One of the extra large-flowered Primulinus hybrids of merit; a very strong grower and of a different shade than any other. Very rich and handsome. **Each \$0.35; dozen \$3.50**

EDEN—White, outer edges delicately suffused geranium-pink, throat blotched barium-yellow with a delicate stripe of carmine. The coloring is exquisite. Form and substance good. This is a tall, graceful Primulinus hybrid, with wiry stems that carry up well. Flowers medium large. Very suitable for church decoration or for wedding decorations. Very delicate. **Each \$0.25; dozen \$2.50; 100 \$17.50**

ELEGANT BEAUTY—Grenadine-pink, commonly called Salmon-pink; throat of two lower petals primrose-yellow; anthers bluish-violet. This is a very beautiful, well-ruffled Primulinus hybrid of the larger-flowered type, having good form and habits. This variety is very popular with those who have fastidious tastes in color harmony (XXXX). **Each \$0.25; dozen \$2.50; 100 \$16.00**

ELIZABETH HARDEE—Begonia-rose, striped and flaked spectrum-red, cream-white stripe in throat on a creamy ground stippled with red. Very beautiful and attractive. Many flowers open at a time. This is one of the bright, flashy colors that most people admire. This seems to be a universal favorite (XXXX). **Each \$1.00; dozen \$10.00; 100 \$75.00**

ELF—Lemon-yellow when the buds are opening. Fully opened flowers are a very delicate creamy-white with a pale-yellow throat. Large blooms well placed on the spike. A very fine variety. **Each \$0.15; dozen \$1.50**

EVALINE KIRTLAND—LaFrance-pink, overlaid rose-doree; throat blotched soft scarlet. A very pleasing color; arrangement good; strong, upright grower, with many open at a time. One of the older varieties that is still one of the best (XXXX). **Each \$0.10; dozen \$1.00; 100 \$6.00**

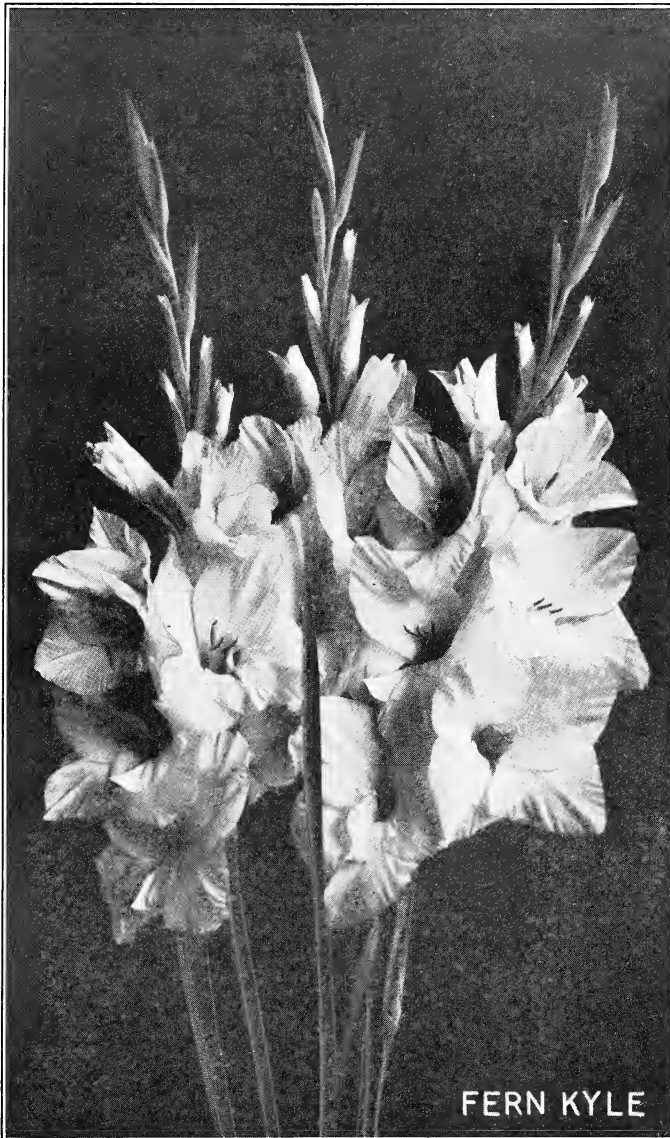




E. J. SHAYLOR—Deep rose-pink to rose color; outer edges of buds show a distinct rose color; throat of lower petals delicately penciled rose-red. This is undoubtedly one of the best gladioli ever produced. Very popular as a cut flower; a good propagator, vigorous grower, with fine form and color. This variety is XXXX without question.

Each \$0.10; dozen \$1.00; 100 \$6.00





FERN KYLE—Marguerite-yellow, with primrose-yellow throat very slightly marked amaranth-purple. Very large, wide open, of the finest quality; highly ruffled. A splendid show variety. Winner of many prizes (XXXX).
Each \$1.50; dozen \$15.00

FLORA—Naphthalene-yellow, throat suffused barium-yellow, with a trace of red deep in throat and base of petals. A strong grower with good form. The best yellow at the price. **Each \$0.10; dozen \$1.00; 100 \$6.00**

F. J. SYMMES—Geranium-pink, outer edges suffused rose-doree blotched scarlet-red in throat. A strong sturdy grower and splendid cut-flower variety, coming midseason to late. This is one of the Diener productions that comes in good form and is well ruffled. Should be in every collection. **Each \$0.15; dozen \$1.25; 100 \$10.00**

GIANT NYMPH—LaFrance-pink, with creamy-yellow throat. Very large, wide-open flowers with long spikes and flowers well arranged on the stem. A massive spike with many flowers open. One of the very best (XXXX). Buy this one and if you are not pleased with it we will buy back the stock and refund your money. **Each \$0.50; dozen \$5.00; 100 \$35.00**

GOLD—Naphthalene-yellow, shading to barium-yellow, a fine clear self-color. Not so large and vigorous as Golden Measure, but it has one point in its favor,—it is more delicate and works in better for florists' use. Very good indeed and should be in every collection (XXXX). **Each \$0.20; dozen \$2.00; 100 \$16.00**

GOLD DROP—Marguerite-yellow, deepening to primrose-yellow in throat with slight marking of amaranth-purple. A fine large-flowering Primulinus hybrid, with long wiry stems that carry up well. Very graceful and fine. This variety sold for \$1.00 each in 1924, but it is a good propagator and the price is now **Each \$0.25; dozen \$2.50; 100 \$18.00**

GOLDEN BUTTERFLY—A pure barium-yellow, flowers large triangular or butterfly-shaped on long wiry stems. This is one of the best for basket work, as it has some crooked stems that add grace to basket work. If you can use a yellow in your home decorations try this one and then mix in a few Delphiniums and you will be pleased. Extra fine. **Each \$0.25; dozen \$2.50; 100 \$20.00**

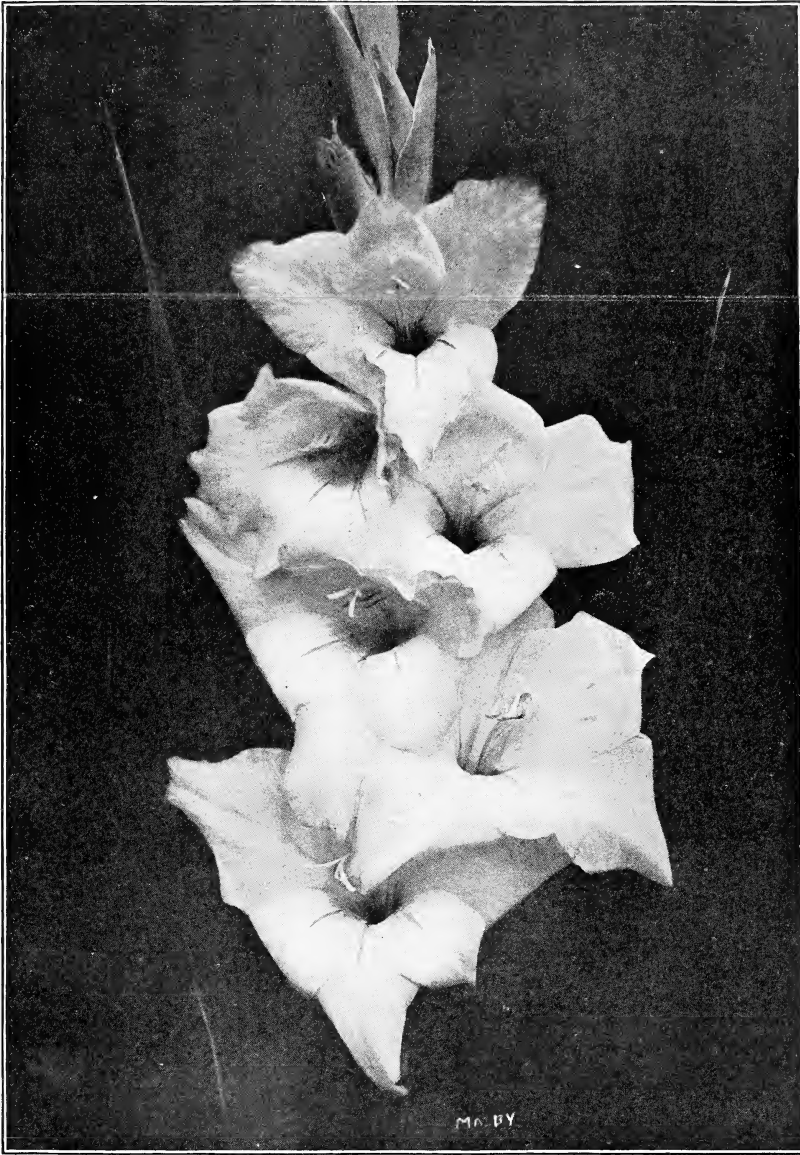
GOLDEN GLORY—Primrose-yellow with carmine markings in throat. A large well-ruffled yellow. A strong grower. Should be in every collection. **Each \$0.15; dozen \$1.50; 100 \$10.00**

GOLDEN MEASURE—Barium-yellow, suffused amber-yellow. Large vigorous grower. In our estimation this is the best yellow for the average grower of any of the moderate priced yellows (XXXX). **Each \$0.15; dozen \$1.50; 100 \$1.00**

GENEVIEVE BOTHIN — Alizarine-pink, overlaid dull magenta-purple. Throat primrose-yellow stippled with carmine. This description conveys a very poor idea of the general appearance of this variety. It is indeed one of the best of the smoky, or, as we sometimes refer to them, dusky shades, and harmonizes with brown or slate colors. **Each \$0.35; dozen \$3.50**

GOLDEN VLEISS—(Golden Fleece.) This is Pfitzer's best yellow, and this is the first year we have been able to offer it for sale. A deeper yellow than either Gold or Golden Measure and has many flowers open at a time (XXXX). We have only a very few to offer. **Each \$1.50**





HELGA

HELGA—LaFrance-pink, deeply suffused rose-doree; blotched carmine, with a trace of primrose-yellow in throat; very prolific, every bulb producing from 1 to 6 spikes. An excellent cut-flower variety. (See Illustration above.)

Each \$0.20; dozen \$2.00; 100 \$15.00

INDIAN MAID—Rose-pink (commonly referred to as Peach-blossom pink), shaded deeper rose-pink in throat. Flowers medium size, well open and having good form. Very beautiful (XXXX). **Each \$0.25; dozen \$2.50**

IMPERATOR—Large, well-formed flowers, opening with creamy-white buds, but fading to white when fully opened. Very large flowers, well-formed spikes and a strong grower. Sure to be popular when better known (XXXX). Very rare. **Each \$1.00**

JENNY LIND—Shrimp-pink shading to geranium-pink at outer tips of petals, lighter mid-rib on all petals, with a blotch of baryta-yellow on the reverse side of lower petals; flowers tubular; spike compact; flowers ruffled with edges turned back. A very delicate variety. One of the very best for floral work. Should be in every first-class collection (XXXX).

Each \$0.30; dozen \$3.00

JEWELL—A beautiful salmon-pink with a clear golden-yellow throat. A large wide-open flower of good form and habits. This is a Primulinus hybrid that shows very little of the Primulinus form except that it has the slender, graceful stems. A very fine variety (XXXX).

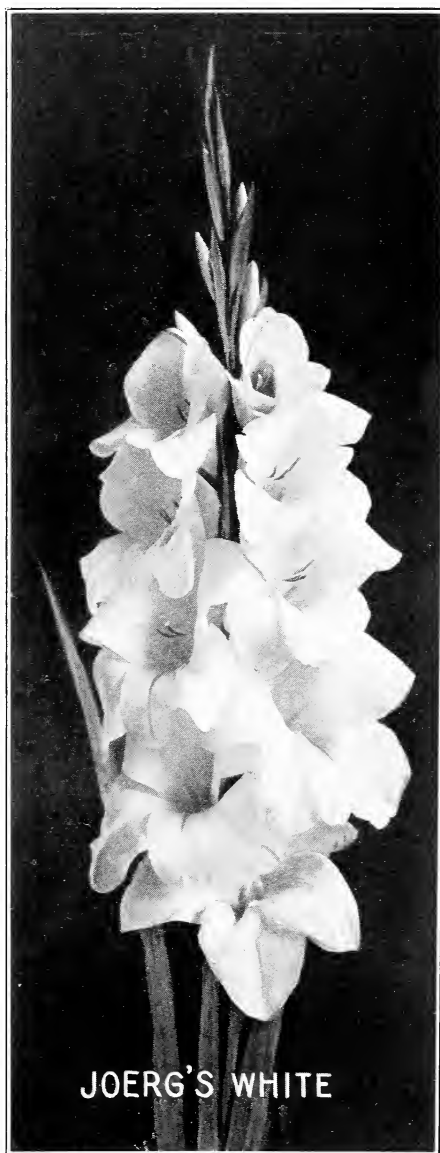
Each \$0.15; dozen \$1.50; 100 \$10.00

JOE COLEMAN—A very bright spectrum-red with a carmine blotch. An extremely attractive color, with many flowers open at a time. Exceptionally good form and a good propagator.

Each \$0.15; dozen \$1.50; 100 \$10.00

JOERG'S WHITE—A very large wide-open flower of pure white with a very slight blotch of crimson and yellow. Flowers very large and many open at a time and of extra good form; flowers all facing one way. A strong grower. This is the variety that won first prize at the New York show in 1922, 1923 and 1924, also winning the A. G. S. Trophy in 1924.

Each \$3.50; dozen \$35.00; 100 \$250



LADY JANE GREY—This is one of the most delicately colored Gladioli we have ever seen. A pure white, overspread with a very faint lavender sheen, so delicate that it is hard to describe. This variety has just a trace of Primulinus blood, enough to give it grace and vigor, but would be classed with the large-flowered types in any show. Large wide-open flowers, perfectly arranged in compact form, with plenty of flowers open at a time. This is one of our own productions and we have only a few bulbs to offer this season. The price will not be reduced for at least two years.

Each \$5.00

LeMARECHAL FOCH—Glistening white, suffused cameo-pink; reverse suffused light rosaline-purple. Very large flowers, well arranged on the stem and of very delicate texture. This is one of the best of the Holland productions. A well-grown vase of these in prime condition will win in almost any show as a light pink. No collection is complete without this splendid variety.

Each \$0.10; dozen \$1.00; 100 \$6.00

LEOTA—Geranium-pink, suffused rose-doree; throat creamy-white, blotched amaranth-pink. Large wide-open flowers of good substance and many open at a time and the color is exceptionally pleasing. One of the best (XXXX).

Each \$0.35; dozen \$3.50; 100 \$25.00

LILYWHITE—Creamy-white, shading to cream color in throat, with slight markings down deep in throat. This is the most popular early white. Not as large as some varieties, but of exceptional good form and substance; fine for floral work or home decorations.

Each \$0.10; dozen \$1.00; 100 \$6.00

LUSTRE—Scarlet-red, suffused Nopal-red. A large, wide-open flower, with many open at a time. A gorgeous spike of solid red. This is surely one of the best of the Red Class.

Each \$0.20; dozen \$2.00

MAIDEN'S BLUSH—Flesh-pink, lightly flaked with pale old-rose. Throat suffused mallow-pink. Flowers well arranged on long wiry stems. One of the very earliest for forcing. Very dainty and fine.

Each \$0.10; dozen \$1.00; 100 \$7.50

MARSHAL FOCH—LaFrance-pink, overlaid geranium-pink; blotched scarlet-red in throat. Very large, wide-open flowers growing on sturdy stems. A grand Gladiolus named for a great man. Should be in every first-class collection.

Each \$0.20; dozen \$2.00; 100 \$15.00

MARIE KUNDERD—A pure glistening white, with an almost invisible pinkish line through the center of the lower petal. Very gracefully ruffled and extremely delicate. This is the very best early white we have ever grown (XXXX).

Each \$0.50; dozen \$5.00

MAINE—Buds open a pale creamy-yellow, fading to pure white when florets open. A very strong grower, having long graceful stems, with flowers well arranged on the stem. Blooming in midseason. Spikes throwing side branches make it an exceptionally good florists' variety.

Each \$0.20; dozen \$2.00



MARY PICKFORD—A pure white, with a slight suffusion of primrose-yellow in throat. This variety may be known as the Albino of the Gladiolus family, as the spike, including stem and calyx of the florets, is a creamy-white. This gives it a purity of color that is unexcelled. Very distinct and beautiful.
Each \$0.10; dozen \$1.00

MASTERPIECE—Rose-red; throat slightly marked amaranth-purple; sometimes called American Beauty Rose color. This is the very best of its color and the form and habits are excellent. Should be in every collection (XXXX).
Each \$0.35; dozen \$3.50; 100 \$25.00

MATTHEW CRAWFORD—Ivory, suffused rhodamine-pink; lower petals blotched rhodamine-purple with creamy markings. The coloring of this variety is very pleasing. It has plenty of vigor and good form (XXXX).
Each \$0.35; dozen \$3.50

MIDSUMMER DREAM—A large-flowered Primulinus, having bright red flowers of the triangular or butterfly form. The largest red Primulinus hybrid that we have grown. Very popular.
Each \$0.20; dozen \$2.00; 100 \$15.00

MING TOY—Pinard-yellow, suffused and etched bittersweet-orange. A large flower of finest form and very pleasing. This is one of the most popular of the Primulinus type. A universal favorite, as the color is very distinct and different (XXXX).
Each \$0.25; dozen \$2.50

MISS HELEN FRANKLIN—A well-ruffled white, with a blotch of rhodamine-purple in throat. Very good as a cut-flower variety and a good propagator.
Dozen \$0.50; 100 \$3.00

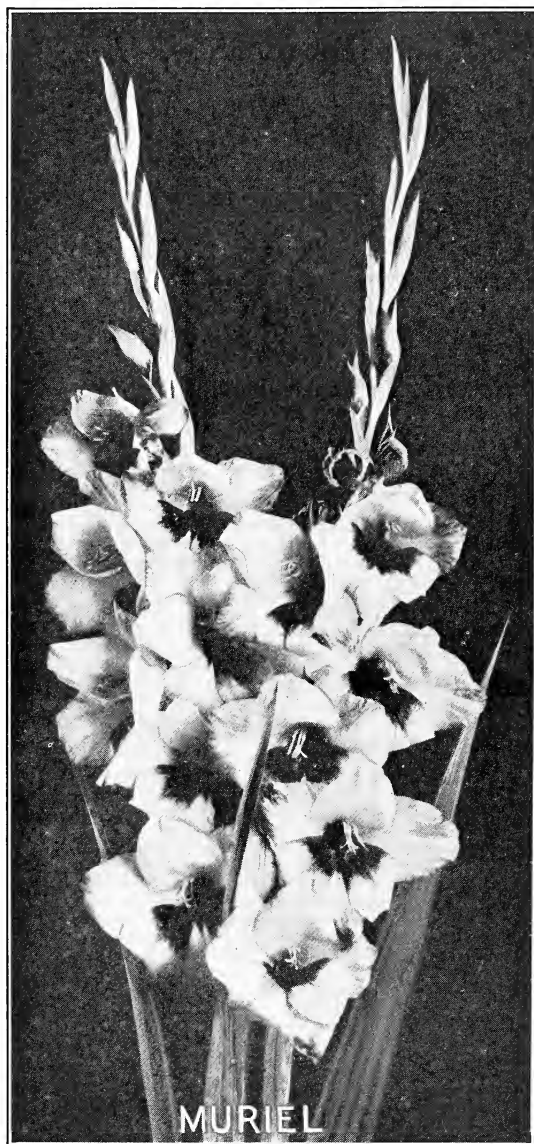
MONA LISA—A very soft light shade of rose-pink, sometimes called blush-white; almost a pure self-color. A very beautiful color; flowers well ruffled and with compact form, with plenty of vigor. Very fine (XXXX).
Each \$0.25; dozen \$2.50

W. H. PHIPPS—LaFrance-pink, overlaid with light rose-salmon, lighter toward the center. Lower petals very faintly striped and speckled with ruby (originator's description). Enormous large flowers. This is Richard Diener's masterpiece (XXXX). This is the variety that ranked highest in the A. G. S. Symposium. This variety has 12 to 15 flowers open at a time.
Each \$2.50; Small size \$1.25; Cormel \$2.5

MRS. DR. NORTON—Hermosa-pink, shading to cameo-pink, very delicately flaked eosine-pink; throat barium-yellow stippled with Tyrian-rose. Large, wide-open flowers that grow on long slender stems. Very graceful and fine.
Each \$0.10; dozen \$1.00; 100 \$7.50

MRS. F. C. HORNBERGER—A new pure white Gladiolus, that was introduced last season by F. C. Hornberger of Hamburg, N. Y. This variety gives promise of being the best of all white varieties. We have not grown it long enough to place our (XXXX) stamp of approval on it, but it has so much merit that we have decided to list it. We have heard no unfavorable comment on this variety. It has good form and many flowers open at a time and is a much stronger grower than Europa. Very highly recommended.
Each \$3.50; dozen \$35.00





MURIEL—A very delicate shade of mauvette, shading to almost pure white in the throat; lower petals blotched with dahlia-purple, blending to purple at edges. A tall variety that stands up well and is very graceful. We consider this the best in its class (XXXX). Each \$0.25; dozen \$2.50

MRS. F. C. PETERS—This wonderful new variety is certainly one of the best of the recent introductions. A beautiful shade of rose-lilac with a soft crimson blotch. It has many flowers open at a time and splendid form. A strong grower. Very late (XXXX). (See illustration.)

Each \$0.40; dozen \$4.00; 100 \$30.00

1910 ROSE—Rose-pink, shading to rose-red; buds rose-red; lower petals slightly marked, rose in throat with a white line on the mid rib. Very early. One of the very best for early cut-flowers. This is one of the most popular in the Boston cut-flower market (XXXX).

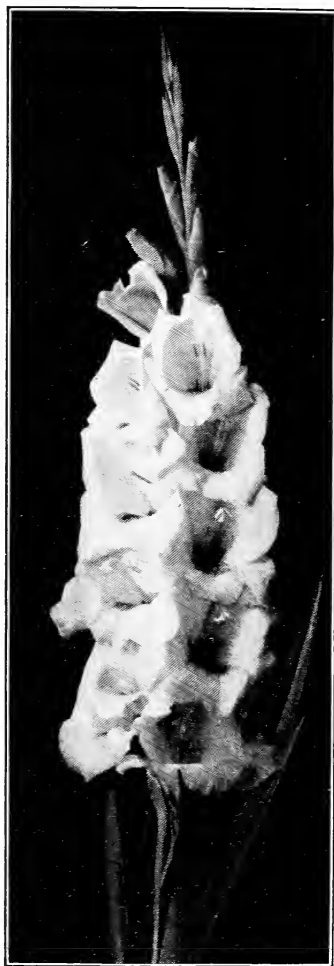
Each \$0.10; dozen \$1.00; 100 \$6.00

ORANGE GLORY—Peach-red, suffused scarlet; throat blotched carmine with creamy-white lines on lower petals. This is a very strong vigorous grower, well ruffled and very prolific, usually throwing two to six spikes from each bulb. Unusually heavy foliage which makes it one of the best for landscape work. Nothing better in its class (XXXX). Mammoth bulbs.

Each \$0.15; dozen \$1.50; 100 \$8.00

ORIENTA—A crimson-red stippled with white, giving it what is sometimes termed a crushed-strawberry color. A very distinct color that is very popular. This is a large strong-growing *Primulinus* hybrid variety. Similar in form and color to the variety introduced as Robinhood and later changed to "Rose Mist."

Each \$0.50; dozen \$4.00



MRS. F. C. PETERS

ORAN—White, flaked rose-pink; reverse suffused mallow-purple; throat heavily penciled rose-red. A very beautiful combination of colors and the form is excellent (See Illustration on opposite page); has plenty of vigor (XXXX).

Each \$0.35; dozen \$3.50

PRINCE OF WALES—Grenadine-pink, blending to safrano-pink on a citron-yellow throat. Very early.

This is the best early variety of its color. Very popular as a cut flower.

Each \$0.10; dozen \$1.00; 100 \$6.00

PURPLE GLORY—Tyrian-rose, suffused amaranth-purple; slightly flaked; a very dark velvety-purple in throat. This is undoubtedly the most popular of any of the "Glory" group. An excellent show variety. You should have this variety in your collection. It stands well up among the best (XXXX).

Each \$0.25; dozen \$2.50





(See opposite page)

PARAMOUNT—A very delicate rose-pink, slightly flaked with hermosa-pink, lip suffused primrose-yellow, delicately etched amaranth-purple in throat. The coloring is very similar to the variety Mrs. Dr. Norton, but the florets grow closer together, forming a more compact spike; well arranged on the stem. An exceptionally beautiful variety and when the price gets cheaper will be one of the most popular (XXXX).

Each \$1.50; dozen \$15.00

PEACH ROSE—Deep rose-pink, throat blotched rose-red. This is a choice rose-pink that has probably won more prizes than any other in the rose-pink class. Very beautiful for floral work or home decorations. Very fine (XXXX). **Each \$0.35; dozen \$3.50; 100 \$25.00**

PEARL OF DAWN—Rose-pink, shading deeper toward the outer edges of petals, lighter toward throat; throat penciled rose-red. A very beautiful and unusual color. Well ruffled. **Each \$0.35; dozen \$3.50**

PRIMUNELLA—A cartridge-buff, suffused peach-red; lower petals pinard-yellow, lightly striped carmine. A grand ruffled butterfly-shaped flower. Very beautiful. **Each \$0.25; dozen \$2.50; 100 \$15.00**

PYTHIA—This is an extra large wide-open variety of a spectrum-red color. This is one of the largest flowered varieties and is very rare. **Each \$0.75; dozen \$7.50**

POPULARITY—A very light scarlet-red, flaked and striped spectrum-red. A vigorous upright grower of good form. This is a very promising new variety that may prove to be worthy of the XXXX. **Each \$0.75; dozen \$7.50**

RED COPPER—Geranium-pink, suffused scarlet, heavily flaked dull dark purple; throat blotched dull dark purple and carmine on barium-yellow. This description conveys but a very vague idea of the appearance of this flower. It is a very unusual color and has been very popular for the past two seasons. You should have it in your collection. Nothing else like it. **Each \$0.25; dozen \$2.50**

RED FIRE—A pure self-color, bright spectrum-red. Not as large as Pythia or Lustre, but a brighter red and plenty large enough. One of the very best reds. **Each \$0.50; dozen \$5.00**

REMEMBRANCE—Geranium-pink, deepening to rose-doree at outer edges; throat blotched pomegranate-purple, slightly ruffled. A very beautiful color and a vigorous grower. **Each \$0.25; dozen \$2.50; 100 \$18.50**

RICHARD DIENER—Light geranium-pink, flaked with rose-doree; throat blotched barium-yellow, lightly stippled carmine mid-rib, sometimes barium-yellow. This is a well-ruffled variety and comes well arranged on the stem, with many open at a time. One of the very best (XXXX). **Each \$0.50; dozen \$5.00**

ROANOKE—A large vigorous yellow Primulinus hybrid with slight red mark in throat. This variety is one of the best in its class regardless of price. There are several varieties of almost the same color that are listed at considerably higher prices. A splendid cut-flower variety. **Dozen \$0.75; 100 \$5.00**

ROBERT J. KUNDERD—A brilliant deep vermilion-red, having good form; medium tall grower. A wonderful showy variety of a pure self-color that is very popular (XXXX). This variety ranked eighth in the A. G. S. Symposium, with a score of 90.7. **Each \$1.00; dozen \$10.00**

ROSALIND—Rose-red deepening to pomegranate-purple at outer edges and throat of lower petals. Throat of upper petals pale rose-pink. This variety has a velvety texture and appearance similar to Purple Glory, just a little lighter in color. One of the very best. **Each \$0.50; dozen \$5.00**



ROSE GLORY—Eosine-pink, shading to hermosa-pink; lower petals marked amaranth and rhodamine-purple. A very beautiful and popular variety (XXXX). **Each \$0.25; dozen \$2.50**

ROSY GLOW—White, suffused amaranth-pink, deeper at edges and reverse; throat beautifully blotched and stippled Tyrian-rose on pale primrose-yellow ground. A tall sturdy grower and very beautiful (XXXX). **Each \$0.25; dozen \$2.50; 100 \$18.50**

ROSE ASH—Alizarine-pink, suffused at outer edges dull magenta-purple; throat barium-yellow stippled amaranth-purple. General effect is what is known as Ashes of Roses color. This is one of those popular shades that must be seen to be appreciated. **Each \$0.25; dozen \$2.50; 100 \$17.50**

SALMON BEAUTY—Shrimp-pink, suffused peach-red, lower petals martius-yellow. This is a large-flowered Primulinus hybrid that has exceptional merit. The beautiful clear yellow throat and good form are its exceptional points that stand out from all other varieties. It has won many prizes, both in its color class and as a decorative basket or vase (XXXX). **Each \$0.15; dozen \$1.50; 100 \$10.00**

SCARLANO—Scarlet blotched ox-blood red in throat. A very brilliant color and an extra fine variety of good form and habits. One of the best sellers for cut flowers (XXXX). **Each \$0.15; dozen \$1.50; 100 \$12.00**

SHELL PINK—LaFrance-pink, paler in throat, shading to geranium-pink on outer edges and reverse mid-rib almost white. A large massive spike with two rows of large well-open flowers that face up well. This is a Primulinus hybrid, but should not be classed as such in any show, as it does not have many of the characteristics of the Primulinus. This is one of the best in its class and the price is very much reduced this year, so that it should be grown in quantity (XXXX). **Each \$0.25; dozen \$2.50; 100 \$17.50**

SCARLET PRINCEPS—Scarlet-red, fading to rose-doree in throat. Many large wide-open blooms at a time. This variety is a very popular exhibition variety and has also been sold under the name of Virginia. This variety was originally introduced by A. E. Kunder in 1917, and it has won many prizes. Still one of the best (XXXX). **Each \$0.20; dozen \$2.00; 100 \$15.00**

SHIELA—Light coral-red, fading to flesh-pink in throat, with primrose blotch on lower petals penciled with pomegranate-purple. Form good and has plenty of vigor. This seems destined to replace Halley and Prince of Wales as an early variety. **Each \$0.25; dozen \$2.50**

SNOW GLORY—A very fine ruffled pure white, with just a trace of violet in throat. This is a very large showy flower of good form and plenty of vigor. Should be in every collection (XXXX). **Each \$1.00; dozen \$10.00**

SWEET LAVENDER—White, suffused light-violet with a beautiful garnet blotch. A very pleasing combination of colors that is very popular. Very early (XXXX). **Each \$0.25; dozen \$2.50**



SOVEREIGN—A dark violet-purple with a very light mark in the center of the lower petal. The flower is large, the petals full and rounding and well opened up; the stalk is tall, strong and vigorous, with heavy green foliage and the flowers well placed (Introducer's description). Medium to late. This is the most promising of the dark blue or violet class, with plenty of vigor. **Each \$1.00; dozen \$10.00**

THOMAS T. KENT—Pale hermosa-pink, suffused begonia-rose, flaked spectrum-red; throat marguerite-yellow, blotched carmine. A tall-growing variety with plenty of flowers open at a time. This variety will attract attention in any garden. **Each \$0.15; dozen \$1.50**

TWILIGHT—Ivory white, slightly flaked with phlox-pink on outer edges of petals; throat primrose-yellow, blotched amaranth-purple. Very pretty. Should be more popular. **Each \$0.30; dozen \$3.00; 100 \$18.00**

TWINKLES—Cream-buff, suffused grenadine-pink; lower petals blotched primrose-yellow delicately edged carmine. This is a Primulinus hybrid that is very prolific, producing several spikes from one bulb, and the color is very fine for home decoration. **Each \$0.25; dozen \$2.50; 100 \$17.50**

VAUGHAN'S WHITE—(See illustration, opposite.) This is a large pure white. Much larger and stronger grower than Europa and a good propagator. The illustration of this variety was taken from a photograph and gives a very good idea of the form and size of the flower. We consider it the best white for the price that is being offered this season and one of the best at any price (XXXX). **Each \$0.50; dozen \$5.00**

VIRGINIA HALE—Creamy-white, suffused peach-red; throat light primrose-yellow. A very refined and delicate color that is very popular. A strong grower with splendid form. One of the very best (XXXX). **Each \$0.50; dozen \$5.00; 100 \$35.00**

VIOLET BEAUTY—Mallow-purple, flaked rhodamine-purple, shading to light mallow-purple; throat primrose-yellow; blotched pomegranate-purple; mid-rib creamy-white. Well ruffled and branched. Good form and having straight stems. The best of its color. **Each \$0.15; dozen \$1.50; 100 \$10.00**

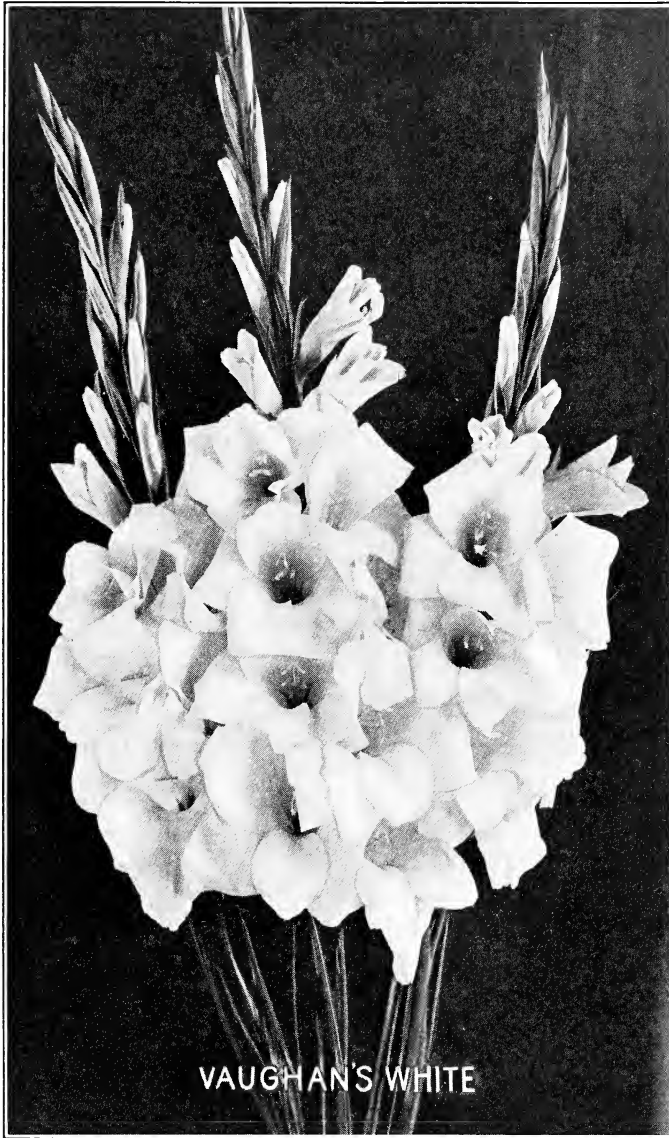
WANETA—Rose-pink, shading to a pure creamy-white in throat. Large well-opened flower of a very refined and delicate color that is sure to please. This variety is classed as a Primulinus hybrid, but does not show the type and would not be allowed in that class where the new rules are enforced. It is a large flower with many open and of splendid form. One of the very best (XXXX). **Each \$0.35; dozen \$3.50**

WHITE GLORY—A fine large well-ruffled white, with a beautiful blotch of dull blue-violet in the throat. A strong-growing variety that produces a spike of good form. Very massive. **Each \$0.20; dozen \$2.00; 100 \$12.00**

WHITE WONDER—A large-flowered white that sometimes shows a blush of pink. Flowers extra large and many open at a time; very massive and grand. **Each \$0.15; dozen \$1.50; 100 \$10.00**

WILLIAM KENT—Ivory-yellow, suffused rose-pink at edges; throat buff-yellow stippled carmine. Well ruffled with eight to ten blooms open at a time, with good arrangement on the stem. We consider this one of the very best of the Diener Originations. It has exceptionally good form, and the color is very pleasing and refined (XXXX). **Each \$1.00; dozen \$10.00**





(See opposite page)

WILLIS E. FRYER—Mallow-purple overlaid rhodamine-purple, shading to aster-purple at edges; throat blotched primrose-yellow stippled with purple; mid rib of lower petal primrose. The whole is overcast with a velvety sheen that seems to add richness to the coloring. It is an exceptionally strong grower and produces very massive spikes.

Each \$0.20; dozen \$2.00; 100 \$15.00



Some people, disliking the older types or first crosses made from the **Primulinus Species** which produced the hooded petals, have become prejudiced against the **Primulinus Hybrids**; but if they will grow some of the modern **Primulinus Hybrids**, whose flowers rival in size the largest of the "Standard Types," they will not only have large flowers, but stems that are slender and more graceful than some of the Standard Types. To our mind they are much more graceful for basket work or large vases.

“Glad Orchids”

This is a mixture of “Primulinus Hybrids,” and contains some of the very best of the type. We have named this mixture “Glad Orchids” because of the shades and tints that are to be found in it.

You will no doubt want to plant some bulbs for cut flowers besides your regular planting. This mixture will give you a grand assortment of rich and delicate colors ranging through all the colors of Orange, Yellow, Salmon, Pink and Lavender and all the exquisite blendings of these shades. The graceful spikes and colors of these lovely flowers make them the most desirable of all for decorative work.

This collection growing in our fields always wins the unqualified approval of our many Summer visitors.

We have added some new varieties to this mixture during the past season which should add to its popularity and we feel confident there is nothing better on the market in a Primulinus Mixture.

Large Bulbs	Dozen \$0.60; 100 \$3.00; 1,000 \$20.00
Medium sized Bulbs	“ \$0.30; 100 \$1.50; 1,000 \$10.00

Gladiolus Mixtures

Special Collection of Named Varieties

There are over 4,000 named varieties of “Glads” on the market. We have tested in our trial grounds over 1,300 of what we believed to be the best. From these we have found less than 100 varieties which we consider of sufficient merit to place in our XXXX list. Other varieties in the XX and XXX classes are thrown into the mixtures. We have taken those which we placed in the XXX class, together with some that were in the XXXX class but were slightly mixed, and thrown them into a mixture and made up this SPECIAL COLLECTION of named varieties. This is really a very high-grade mixture and in it are many varieties that are selling this year for single bulbs more than you pay for one dozen.

We do not hesitate to recommend this mixture to our friends as being worth more than the price we are asking for them.

Dozen \$1.00; 100 \$7.50

Amateur Mixture

This mixture is made up of both Standard or Large-flowered types and also Primulinus Hybrids. The varieties that make up this mixture were those that became accidentally mixed or from which the labels got lost. There is probably about 10% of this mixture Primulinus Hybrids, the remainder of Standard named varieties. This is a splendid mixture for cut flowers and also has in it many varieties that list at more for a single bulb than you pay for one dozen.

We offer this mixture in both No. 1 size and blooming-sized bulbs.

Large Bulbs	Dozen \$0.75; 100 \$3.00
Blooming Size $\frac{3}{4}$ in.	“ \$0.35; 100 \$1.50



Seedling Collection

Of the thousands of seedlings that we grow each year we save a few of what we believe to be the best. During the past season there were so many good ones that we decided to save them and offer them at a price and let our patrons have the pleasure of growing them and deciding which were the ones that were worthy of saving.

Out of about 100,000 seedlings we have selected about 25 varieties that we are holding out. Of the remainder some have not bloomed yet and some that did bloom were tagged to be saved, but there being so many we decided to leave them and offer them as a seedling mixture.

We are offering this mixture without any reservation. What you buy is your property. If you find something that is extra choice and you wish to name and introduce it you may do so.

We are very sure that you will be pleased with this lot of seedlings and you may get the one that we are all looking for.

Each \$0.25; Dozen \$2.50; 100 \$15.00
Small Bulbs “ **\$0.15; “ \$1.50; 100 \$10.00**
Bulblets **Dozen \$0.15; 100 \$1.00; 1,000 \$7.50**

Special Offer

With any order for \$2.00 or over we will include 100 blooming-sized bulbs (size $\frac{3}{4}$ to $1\frac{1}{4}$ inches) for One Dollar extra. This is cheaper than we can afford to pack them and pay postage on them alone but along with an order for \$2.00 or more we will send them prepaid and you may make your choice of either our Amateur Mixture or the Mixed Primulinus Hybrids.

This gives you an opportunity to grow some extra Glads for cut flowers at a very low price.

Special reward for early orders

Regardless of the fact that we have greatly reduced prices in this book from our last year's prices, we are going to make the following premiums for all orders received by us before February 15, 1926. With payment in full

Orders from \$2.00 to \$10.00 a discount of 5% will be allowed
Orders from \$10.00 to \$25.00 a discount of 10% will be allowed
Orders from \$25.00 to \$50.00 a discount of 15% will be allowed
Orders from \$50.00 to \$100.00 a discount of 20% will be allowed
Orders over \$100.00 will be allowed a discount of 25%

As the clerical work and packing is practically the same on small orders as on larger ones we can not offer any discount on orders amounting to less than \$2.00.

This offer positively closes on the date given. After that date we will add some gratuities in proportion to the size of the order, but we will make the selections and determine the amount as the condition of the market warrants.

We usually begin planting here about the last week in April; therefore we can not guarantee to fill orders after May 1. We will, of course, fill orders for mixtures and such stock as we have available up to May 15, but it is not safe to wait until April to place your order.

Early orders are given preference.



Combination Offer

This collection is made up for the amateur who wants a good variety of color and a number of the more moderate priced varieties.

Lilywhite	Good early white.....	Each	\$.10
Helen Franklin	Ruffled white blotched.....		.05
LeMarechal Foch	Early light pink.....		.10
Dorothy McKibbin	Early mottled pink.....		.10
E. J. Shaylor	Fine rose pink10
Ida Van	Early red10
Scarlano	Scarlet.....		.15
Prince of Wales	Early salmon10
Alice Tiplady	Orange pink.....		.10
Orange Glory	Orange.....		.15
Violet Beauty	Mallow purple.....		.15
Willis E. Fryer	Rich velvety purple.....		.20
Roanoke	Yellow.....		.10
Value.....			\$1.50

Combination Offer No. 1

One each of the above named varieties..... **\$1.00**

Combination Offer No. 2

Three of each of the above named varieties..... **\$2.50**

Combination Offer No. 3

Six of each of the above named varieties..... **\$4.50**

Combination Offer No. 4

Twelve of each of the above named varieties..... **\$8.00**

Any of the above combinations will be filled with blooming-sized bulbs ($\frac{3}{4}$ to 1 inch in size) if requested, giving double the amount of bulbs for the same price.

These prices are strictly net and are not subject to the discount offered for early orders elsewhere in this book.



Samples of the many letters that we receive from our customers:

NORTH RIVER FARMS
MARSHFIELD, MASS.

Detroit, Mich., November 7, 1925

Dear Sirs:

"Oh, Boy!"—Just received the finest shipment of bulbs I have ever seen. I am so delighted that I must write and tell you. Thank you ever so much for your generous count and for the ones which you sent gratis. The unnamed seedlings I shall plant with care and watch with interest. When mailing your Spring Catalog I would be glad if you would tell me what you call "planting stock." How old are they?
Thanking you again for such nice bulbs, I am,

Very truly yours,
E. A. W.

NORTH RIVER FARMS
MARSHFIELD, MASS.

Greenwood, Ind., December 8, 1925

Dear Mr. Ream:

I wish to acknowledge receipt of the package of bulbs that came yesterday, and first let me thank you for the extras put in, and especially the seedlings. . . .

I also wish to take this occasion to congratulate you on the bulbs you sent. I might say incidentally that while I have bought a good many bulbs from a number of different growers, . . . these are undoubtedly the finest bulbs I have ever seen. Now, Brother Ream, you will have to give me your receipt for the growing of such high-crowned strong bulbs.

If you could keep some of these bulbs in cold storage until the next show, I believe by showing some of them, together with some of your flowers, would result in a great many orders: at least from those who know good bulbs when they see them.

I should like to know whether you used fertilizer. If so, what kind? Was the soil rich or poor? Light or heavy? Deep or shallow? I know it seems that I am prying into a professional secret; at the same time I cannot help but have a curiosity to know how you ever grew such tall bulbs.

If I was located close to . . . I would just like to show them what real bulbs were. With best wishes and the Season's Greetings, I am,

Yours very truly,
C. G. M.



Cup and medals awarded to North River Farms Exhibits
by New England Gladiolus Society and Massa-
chusetts Horticultural Society.

ORDER TO

**Please do not
write in here**

Rec'd
Cash
Enclosed \$
Filled
by
Checked
by
Date
Shipped
Via

Send by Cash Enclosed \$ Date

Be Sure to FILL IN YOUR NAME AND ADDRESS ABOVE

